to Weisberg

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William R. McAndrew, 53, Dies; Directed N.B.C. News Since 1951

Executive Teamed Brinkley and Huntley and Expanded Convention Coverage

William R. McAndrew, president of N.B.C. News and a major force in expanding network television news to the point where it now makes up more than 20 percent of all programing, died yesterday at Lawrence Hospital, Bronxville, N. Y. He was 53 years old.

Mr. McAndrew's innovations included the teaming of Chet Huntley and David Brinkley at their [illegible] on the Republican Broadcasting [illegible] to 80 hours of [illegible] covered the Democratic [illegible] N.B.C. [illegible] expanded [illegible] political [illegible]

Mr. McAndrew [illegible] the [illegible] Dunlap [illegible] graming [illegible] work [illegible] day, and [illegible] tention [illegible] Broadcasting [illegible] had previously [illegible] as the [illegible]

In [illegible] McAndrew [illegible] by [illegible] the [illegible] vision [illegible] camera [illegible] of a [illegible] as Mr. [illegible]

"Under the [illegible] must be fully accountable for what he says and does," Mr. McAndrew once observed. "Television thus makes visible a candidate's honesty and sincerity and exposes with equal clarity any sham or pretense."

Mr. McAndrew received a George Foster Peabody special award in 1963. The citation said:

"William R. McAndrew as executive vice president of N.B.C. News has provided the vision and leadership which have resulted in range, depth and significance in news programing. His is indeed the news network—a global web of news communication, which reflects the inquisitive intelligence, erudition and communicating skills of his key personnel the world over."

William R. McAndrew

Flexible, but Determined

Colleagues recalled him yesterday as "an exceptionally [illegible] man" who was flexible enough to serve under different network presidents, sufficiently determined to [illegible] expand the news staff, budgets and programing.

He "used to puzzle people who didn't know him," said Reid Collins, executive vice president of N. B. C. News. "They couldn't know what he was [illegible] there. Then they ran up against him, and they knew."

Mr. McAndrew's news career began when he worked as a part-time reporter for The Washington Herald shortly before graduating from Catholic University in Washington with an A.B. degree in 1935.

His first full-time news job was as a $10-a-week copy boy with The United Press. He was soon promoted to reporter and covered Washington stories varying from kidnappings and murders to Senate hearings.

Mr. McAndrew remained with The United Press for two years and then moved to N.B.C. News in Washington as news editor and managing editor of the "Esso Reporter" radio news program.

He left in 1942 to become head of the information program of the Board of Economic Warfare, stayed on the job for six months, and then returned to broadcasting, joining the American Broadcasting Company in Washington as editor for the late news.

Returned to N.B.C.

He returned to N.B.C. News 18 months later as director of its Washington news bureau, and was subsequently promoted to station manager for the N.B.C. stations in Washington, WRC-TV and WRC. He was promoted to manager of network news in 1951, named director of news in 1954, vice president, N.B.C. News, in 1958, executive vice president, N.B.C. News, in 1961 and president of N.B.C. News in 1965.

Mr. McAndrew's latest award, an honorary degree from Holy Cross College, was presented to him Wednesday in absentia. Other awards include a Catholic University Achievement Award, a Distinguished Achievement Award from the University of Southern California and an honorary Doctor of Journalism degree from Providence College.

He was injured last week when he fell in his home.

He leaves his wife, the former Irene Byrne; a son, William R. Jr.; two daughters, Mary McAndrew and Mrs. John J. Prendergast, and three grandchildren.

Funeral arrangements were incomplete last night.